

# EXPOSE MADE OF PUBLICITY

COLUMBUS, Ohio (AP)—The serious side of publicity as it is furnished newspaper editors, every where for possible publication by press agents for various kinds of enterprises was pictured in an address delivered recently before the Associated Press Editors at Ohio by Miss Strass, managing

editor of The Cincinnati Times-Star. "Publicity," Mr. Strass said, "has a literature of its own. Modern day practitioners of the trade no longer resort to the theme of the actress who put her pearls of the lap dog given her by a royal noble apartment. He now takes up the trappings of more worldly affairs."

"If it's a little new nation that wants the good will of the United States, there will be noted visitors from that foreign shore. There will be excellent, authentic translations of the work of the finest poets of that land, there will be pictures of natural scenes of great interest and charm, there will be photographs of their rare works of art from the hands of its geniuses."

"If there is to be a campaign against bobbed hair, there will be statements on the subject of hair in all the ages and in all places. There will be exhaustive research presented of the health effects of long hair and short hair. There will be disquisitions on harmonious hair features with relation to the longer or shorter curls. Why? Because some great group of hair-net manufacturers does not want its product frozen in an unmarketable article. Not a thing will be stated that is not true, but not a thing will be mentioned that will not sell hair nets."

"Recently the publicity director of one of the smallest petroliers in the world wrote a book on publicity. He asked me for my opinion of it. I wrote him: 'News is news and advertising is advertising, but publicity is propaganda and has no place in a newspaper.'"

"Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism." is a line from 'Canon of Journalism' published by the American Society of Newspaper Editors to which I wholly subscribe.

"Parasitic propaganda which floods every newspaper office in the United States is a menace to the press and to the public."

Mr. Strass illustrated his address with exhibits of hundreds of pieces of propaganda for various enterprises which had been received by his newspaper during one week. All of it had as its purpose the promotion of private enterprises.

**Free Advertising**

"Not long ago I received some neatly typed copy marked 'News for immediate release.' It was from an organization that calls itself, 'So and So's Economic Service.' What a combination of slogans. 'Economic service' is a word to conjure with. And those 'economists' there are other popular slogans. Economists is a word combination that is daily rolled on every tongue. Now what did this service offer? A statement about the stock market. So we wrote to our New York correspondent about this 'economic service.' We asked him: 'What sort of an economist is there, an economist?' He replied: 'This is intended to be free advertising for a concern engaged in advising investors for a cash consideration.'"

Mr. Strass told of the activities of "correspondents" in various centers who send out propaganda of various kinds which is so cleverly disguised that it is acceptable to a majority of editors. No charge is made for this so-called service. The "correspondents" he said, are press agents in disguise who get their income from other than newspapers.

"Only recently," Mr. Strass reported, "the public was given the shocking report that Betty Bythe, the motion picture actress, had been kidnapped by Indians in the Sahara desert. The Times-Star looked all its telegraph news on The Associated Press. The story had not come that way. The Times-Star decided to watch. The Associated Press investigated the report and sent its motion picture actress a note stating that Betty was expecting good health in a regular room, it thereby exposing the publicity hoax."

**How It Works**

"One of the largest and most influential newspapers in the country recently published a great first page display at the top of the second column the fact that a certain railroad had put in cross wood cinderstones on its tracks. The story would have been just as good without the specific naming of that train. The press agent, however, would not have thought so because he knew that his employers would not have valued it so highly."

"Then there is a magazine that is devoted, I shall say, to art subjects because I do not wish to limit it. It will send newspaper editors clip sheets of articles by the most expert men in that field, and it will send the (news) pictures for reproduction. In return it will ask no fees, that is, apparently. In fact, all that will appear that could be considered even remotely as credit, is a microscopic copyright line at the bottom of any reproduced picture. But here's the plan, high grade if you will. The advertising of a single word in each city is so timed as to relate to the same subjects as are being published in the news columns. The magazine is distributed by that store. The publication of articles from the clip sheets and of the beautiful photographs of richly gowned women, is of great value to the publication which has direct contact with the retail store."

Publication of any press agent material should always include the young, Mr. Strass said. If it does not, it is a mistake. It is to that we will turn the page to the things they should not. It is the young, the propaganda which will result in private profit on to your reader eye in the newspaper, but to some third person or party."

Mr. Strass urged the editors to keep newspaper work on that high plane to which it was lifted by men like Greeley and Venn and Pulitzer and other "modern-day" men whose memory is a light to us, and whose achievements are the basis of our hope."



## Un-superstitious pedestrians often do this

—Proving that a post can divide two people without splitting their friendship. In the same way experienced motorists have proved to their complete satisfaction that Zerolene, a western oil, will lubricate the modern automobile engine as well or a little better than any oil they can buy, although it costs less than eastern lubricants.

### The anti-western oil superstition succumbs to experience

Zerolene is successfully lubricating more cars in the Pacific Coast states than any other oil made—low and high priced cars alike. The most advanced refining process is this Company's patented high-vacuum process, during the use of which Zerolene is submitted to 15 positive checks for quality. Zerolene's special filtration through 40 tons of Florida Fuller's Earth gives you an oil of absolute purity—a better oil even if it does cost less!

### Less carbon—better fuel mileage

Zerolene will increase the power and gasoline mileage of your car, reduce carbon accumulation in the cylinders and lengthen the working life of the engine.

Why pay tribute to a superstition? **Insist on Zerolene**—ask for it by name.

### Get the Facts!

A series of independent and impartial reports showing the experience of large users with Zerolene has been collected in our booklet, "Why Pay Tribute to a Superstition?" Ask any Standard Oil Company representative or Zerolene dealer for a copy.

**Insist on ZEROLENE even if it does COST LESS**

**STANDARD OIL COMPANY (CALIFORNIA)**



## Sprays Of All Kinds

- LIME AND SULPHUR
- ARSENATE OF LEAD
- BLACK LEAF "40"
- APHISCIDE
- WHALE OIL SOAP
- PARIS GREEN

Mag-O-Tite for Root Maggot  
Absolutely protects cabbage, radishes, Turnips, Onions, Etc.

**Sawyer-Holmes Merc. Co.**  
Phone Main 17

**Rebels Can't Hold Hiram**

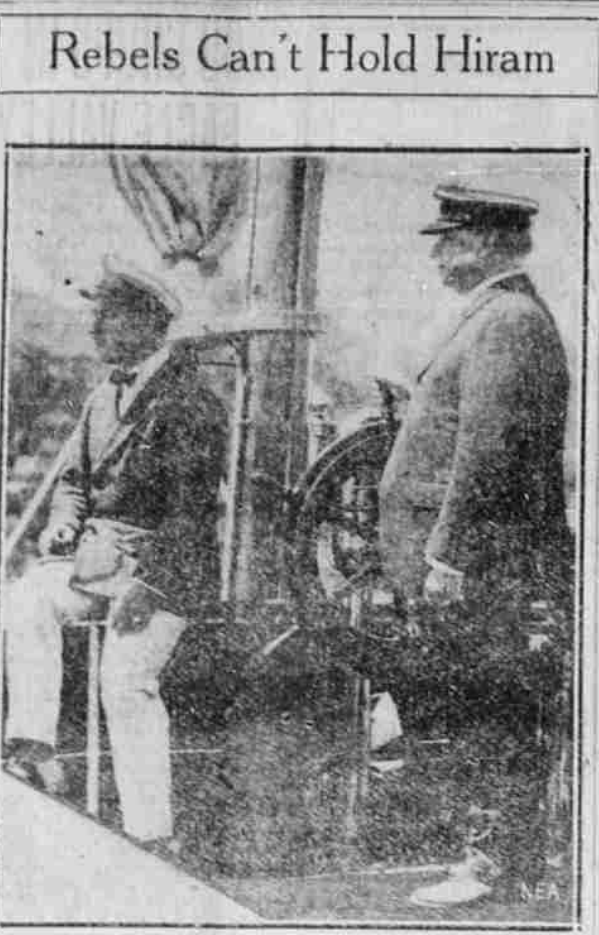
Hiram Johnson, fire-eating senator from California, had an adventuresome time when he and his son, Hiram, Jr., cruised in their yacht from Florida to San Francisco. Hoodlum rebels seized them, though they let them go shortly afterward. The trip took seven weeks and the senator lost 75 pounds.

**5 Arrested**

Five—Mrs. A. J. Fisher, all of OREGON CITY, Ore.—Mr. and Mrs. C. E. Warrstaff, Mrs. A. J. Fisher, Lee P. Fisher, all of Portland, and Joe Maslett, of Vancouver, Wash., were arrested here by Police officers Wade and Aschmeyer on liquor charges. The five were held in the city jail, not having been able to furnish bail, and will be brought up for trial in Municipal court Monday.

Mrs. Warrstaff, Mrs. Whitney and Maslett were accused of being drunk while Warrstaff and Fisher were accused of driving an automobile while under the influence of liquor. Officers arrested the party shortly after it had arrived here in a small auto.

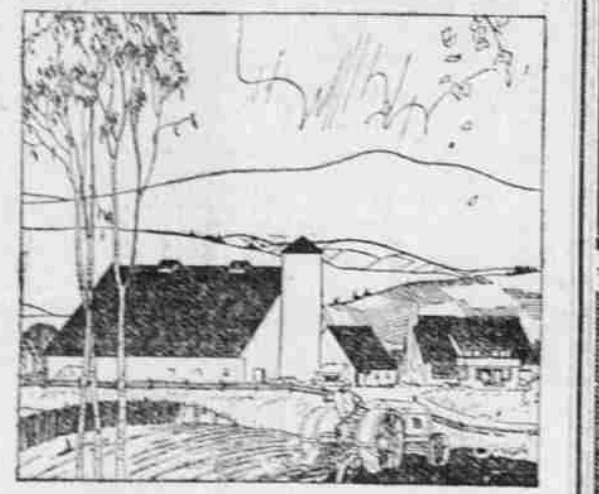
Watching the slatwa waist line will develop your neck.



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## 'NOT THE SAME AS OTHERS'



## The first cost of MALTHOID ROOFING is its only cost,

Ordinary roofing must be painted every three years or it will dry out and leak. Malthoid Roofing need only be painted every ten years. The cost of the paintings necessary on ordinary roofings is more than the cost of Malthoid Roofing. Save money and get the highest quality Roofing—buy Malthoid.

For Sale By  
**Grande Ronde Lumber Co.**

**PABCO PRODUCTS**

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Watching the slatwa waist line will develop your neck.

## W. H. Bohnenkamp Company

Four Floors of Fine Furniture  
Est. 1896

**For The June Bride**

A Wedding Ring free with each Diamond Engagement Ring!

Selection—White Gold Mounted Diamond Rings—\$25.00

Diamond Cluster Ring, regular \$100, cut to \$69.50

All Sterling Silver cut to a price that will insure fast sale.

26 - Piece Sterling Silver Set—\$57.95

Standard Pattern

## Peare & Son Closing-Out Sale

Gives you an opportunity of presenting a superior gift at the very lowest expense.

**PLATED WARE**

57-Piece Chest Alvin Long-life Plate—hollow handle knife with stainless steel blade. Special, \$66.30

1847 Rodgers 26-Piece Chests, hollow handle stainless steel knives at Special, \$24.45

## J. H. Peare & Son

## The Car That Put The War In Warren

JIM WARREN bought a car—the "Gingerbread Six."

Never heard of it before, but he happened to be walking along Automobile Row and during a lapse moment his foot slipped—he stepped inside.

"Nifty boat," said the salesman.

"Not bad," said Jim, as paint and doo-dabs got in their hypnotic work.

"But why isn't it advertised?" asked Jim.

"Don't need to advertise a job like that," was the fore-armed reply. Sounded logical. But—

Six months later Jim had a collection of bolts and grease-cups and broken springs and disjointed steering mechanism and a motor that almost ran.

"Never again!" said Jim. "The car that's little known and never advertised hasn't much responsibility; little to live up to. But before I buy another car—or another anything—I'm going to get the facts. I'm going to read the advertisements about automobiles—or whatever I'm buying."

Advertisements are an invaluable guide to intelligent buying. Read them regularly.